

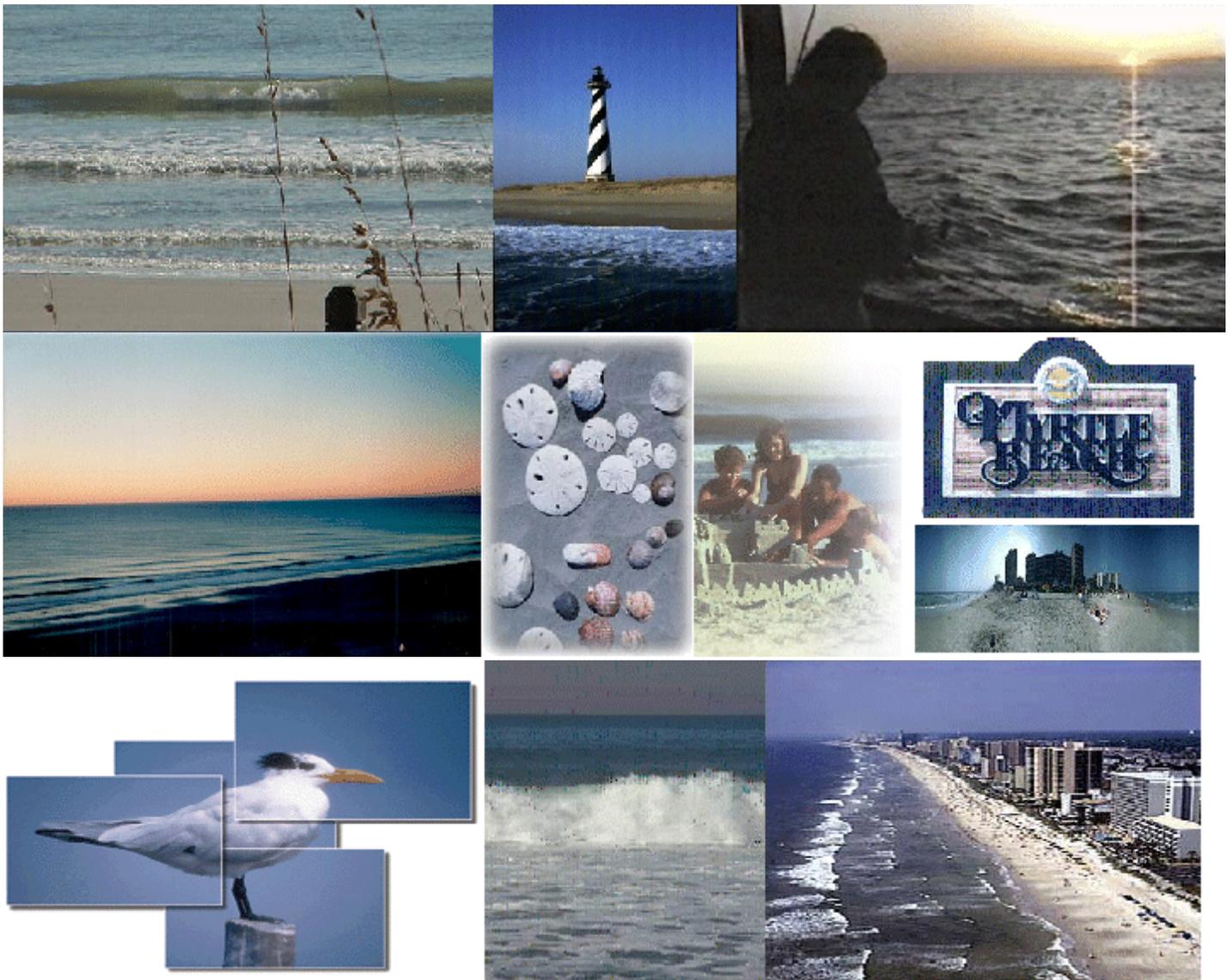
National
Market
News
Association

COMMUNICATOR



Myrtle Beach, South Carolina

JUNE 2001





NMNA 2001 Workshop At Myrtle Beach South Carolina



I know that the two words “workshop” and “beach” don’t generally belong in the same sentence, but this will be an exception. We have a great line-up of speakers who will challenge us with their viewpoints of the agriculture industry and the role of Market News. However, the conference location happens to be in one of the top five vacation destinations in the country.

Discussion topics will include: using the internet in marketing, gene engineering, organic marketing, a new farm to processor identification program, understanding loan deficiency payments, as well as the outlook for commercial agricultural lenders and contract growers. Most Market News reporters will be affected in some degree by all of these issues in the near future, if not already. Our featured speaker at the awards banquet will be a North Carolina farmer turned professional comedian who will give his insight on a necessary ingredient for anyone trying to make a living on the farm, a sense of humor.

We have a trip planned for members’ spouses, guest, and children to Ripley’s Aquarium located at “Broadway At The Beach.” The trip will include admission to the aquarium, lunch, and time to visit other attractions and shops. We will also provide an opportunity for everyone to visit this tourist attraction on Friday evening after the Scholarship Auction. You can check out the entertainment options online, including a virtual tour, at www.broadwayatthebeach.com/welcome.html. Also get a preview of the aquarium at www.ripleysaquarium.com.

While “Broadway At The Beach” will have something to suit everyone’s interest, there will also be numerous entertainment options within a short walk of the hotel. Two amusement parks across the street and another just a few blocks away. There will also be a band performing a variety of music on the hotel deck from 1:00-5:00 on both Friday and Saturday afternoon. And don’t forget the beach only a few steps away.

Welcome to South Carolina and the Myrtle Beach area. We in the state hope to make this a memorable trip for you. Please allow us to help with any questions that you may have in advance or after you arrive.

Daniel Schussler
NMNA President

Plan Early For The 2001 Conference

Date: September 13-15, 2001

Location: Holiday Inn Downtown Oceanfront
415 South Ocean Boulevard
Myrtle Beach, South Carolina

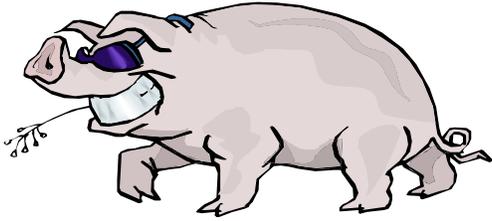
Hotel Reservation Deadline: *August 21, 2001*

To Make Reservations: Call 800-845-0313

Group rate is \$69.00 plus tax for single or double. Tell them that you are with the “National Market News Association.” The rate is good for at least 3 days before and 3 days after the conference. If you wish to stay longer check on extending the rate to cover your whole stay. Be sure to specify “oceanfront room” if you would like to look at the ocean from your room. We may be limited on oceanfront rooms so those that reserve early get the better view.

Free Area Guide: Call 800-356-3016 Or visit Chamber of Commerce website at: www.myrtlebeachlive.com

Spouse Program: Will include a trip to South Carolina’s most visited attraction, Ripley’s Aquarium of Myrtle Beach. A trip that will be fun and entertaining for anyone of any age.



PIG PICKIN' (Basic How To)

1 (75 to 100 pound) dressed pig

1/2 pound salt

60 pounds charcoal briquettes, divided

Barbecue sauce

Split backbone to allow pig to lay flat, being careful not to pierce skin. Trim and discard any excess fat. Sprinkle salt inside cavity. Set pig aside.

Place 20 pounds charcoal in pork cooker. Pour 1 quart charcoal lighter fluid over top, and ignite. Let burn until charcoal has turned ash-gray. Place heavy gauge wire, about the size of pig, over pork cooker, 13 inches from coals.

Place pig flat, skin side up, on wire surface. Close lid of cooker; cook at 225 degrees for 6 hours, adding additional lighted coals as needed to maintain temperature in cooker.

Place a second piece of wire over pig, sandwiching pig between the 2 layers of wire. Turn pig over. Remove wire from top. Insert meat thermometer in thigh, do not touch bone.

Baste meat with barbecue sauce; pour sauce in rib cavity to measure 1 inch. Close pork cooker lid. Cook at 225 degrees for 2 hours until meat thermometer registers 170 degrees and no pink meat is visible when hams and shoulders are cut.

Slice or chop meat or allow guests to pull (pick) meat from bones. Serve with barbecue sauce. Yield 70 servings. *Compliments of Willis Peaden & Jim Elder N.C. State Barbecue Champions.*

Barbasting Barbecue Sauce

6 cups cider vinegar

3 tablespoons Tabasco sauce

6 tablespoons paprika

9 tablespoons salt

3 tablespoons Worcestershire sauce

3 tablespoons chili powder or hot pepper flakes

2 cups water

Combine all ingredients in large sauce pan. Bring to boil, reduce heat, and simmer uncovered for an hour

Back By Popular Demand

Building on last year's success we will have the scholarship auction again this year in conjunction with the Friday evening "Pig Pickin." The auctioneer has been contacted and will come again with his top notch hand picked team of ring men to provide both a fun and entertaining evening for a worthwhile cause. But your part in the success of this event is to come up with donated items for our auction. After seeing last year's more popular items that ranged from collectables to novelty foods, you should have some good ideas on what to bring.



We would like to have a list of these items in advance of the conference so that we can promote them on our internet site. Our local contact person handling that duty will be **Jack Dantzler**.

Phone 803-737-4671,

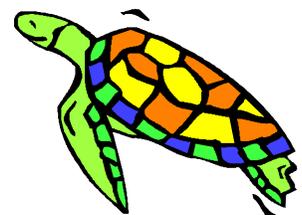
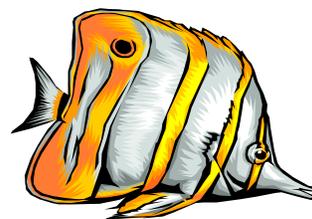
FAX 803-737-9867,

Email jack.dantzler@usda.gov.

Also bring some cash or a check and join in on the fun. You may just find that item that you can't live without.

Aquarium Tour & Lunch

A trip to Ripley's Aquarium of Myrtle Beach, the most visited attraction in South Carolina, is planned for family members traveling with reporters to the conference. The trip will include lunch and time to browse shops and other entertainment attractions at **Broadway At The Beach**. Other attractions include "Imax Discovery Theater," "Motion Master Moving Theater," "Nascar Speedpark," and Myrtle Waves Water Park." This will be a fun trip for anyone of any age. We will return to the hotel in time to catch a couple hours of rays on the beach before the start of the Friday evening program. Members attending the conference will have a chance to visit Broadway At The Beach later on Friday evening.



NATIONAL MARKET NEWS ASSOCIATION

Forty-Fourth Annual Workshop Agenda

September 13-15, 2001

Myrtle Beach, South Carolina

Market News In The 21st Century

Thursday, September 13

- 4:00-9:00 PM Registration—Pre Function Area
(Next to entrance of Caribbean Room)
- 7:30 Executive Committee Meeting—Board Room
- 5:00-11:00 Hospitality Room Open—Hospitality Suite Room 138

Friday, September 14

- 7:00-8:00 AM Registration—Pre Function Area
- 7:00 Continental breakfast available in the Pre Function Area
- 8:00 **General Session**—Opening remarks—Caribbean Room
Dan Schussler, President NMNA
- 8:15 Welcome to South Carolina—D. Leslie Tindal
Commissioner of the South Carolina Department
of Agriculture
- 8:30 **Moderator**—Steve Skuba, 1st Vice President NMNA
Remarks by the Administrator
—Dr. Ken Clayton, Acting Administrator AMS
- 8:50 Market News Support Group update
—Jeff Test, Group Supervisor
- 9:20 Market Information Organization of the Americas update
—Terry Long, F&V Branch Chief
- 9:30 Break
- 9:45 **Moderator**—Randy Alford, 2nd Vice President NMNA
Industry Panel Discussion Group
—*Market News in the 21st century, what part will we
play in price discovery?*
Doug Maus & Linda Weitzel, Farms.Com; Using the
internet and Market News reports as a marketing
resource.
Jim Taylor, Earth Fare; Organics marketing, a growth
industry; and using the new USDA organic standards
in marketing.
Allen Buckner, Palmetto Farm Credit; Trends in
agriculture from a commercial lender's point of view.
Dr. John McKissick, University of Georgia; Are
Southeast poultry and swine contract growers setting
the model for Southeast cattle producers?
- 11:15 **Moderator**—Holly Mozal, 3rd Vice President NMNA
Gene Engineering—Dr. Vance Baird, Clemson
University Horticulture Department
- 11:45 New Canadian Cattle Identification Program—Bryan
West, Agriculture & Agri-Food Canada
- 12:00 NOON Lunch on your own
- 1:30 PM **Commodity Breakout Sessions**
- 3:00 Break
- 3:15 **Commodity Breakout Sessions**
- 5:00 **Adjourn**

Friday Evening Continued

- 5:10 Early Group board buses to Base Recreation Center
(3 buses, 1st trip)—Hotel parking lot
- 5:20 “Pig Pickin” serving line starts at Base Recreation
Center
- 5:30 Late Group board buses to Base Recreation Center
(same 3 buses, 2nd trip)—Hotel parking lot
- 6:15 **Scholarship Auction**—Corbitt Wall, Auctioneer
At Base Recreation Center
- 7:45 For those wishing to go to “Broadway At The Beach”
board buses
- 8:15 For those remaining at Base Recreation Center—board
buses for return to hotel
- 8:30-10:30 Hospitality room open—Hospitality Suite Room 138
- 10:15 Board buses at “Broadway At The Beach” for return
to hotel

Saturday, September 15

- 7:00 AM Continental breakfast available in the Pre Function Area
- 7:30 **General Session**—NMNA Business Meeting—Caribbean
Room
- 8:00 Respectful Communications—Juanda Rogers, APHIS
Conflict & Communications Specialist
- 9:45 **Break**
- 10:00 Respectful Communications—Continued
- 12:00 NOON Lunch on your own
- 1:00 **Commodity Breakout Sessions**
- 2:30 **Break**
- 3:30 **Adjourn**
- 5:30 Social Hour (cash bar) —Pre Function Area
- 6:30 Awards Banquet—Caribbean Room
- 8:30-10:30 Hospitality Room Open—Hospitality Suite Room 138

Commodity Breakout Session Locations

- Livestock & Grain—Caribbean Room
Fruit & Vegetable—Admiral's Room
Poultry—Commodore's Room

Lunch Options

- Catamaran Café—First floor, Holiday Inn—Sandwiches
Banana Bay Restaurant—First floor, Holiday Inn—Full menu
Friendly's Restaurant—Across street in front of the hotel—Full menu
Burger King & KFC—About 3 blocks away on Business 17

Commodity Breakout Session Schedules

Fruit And Vegetable

Friday, September 14

- 1:30 PM Welcome and Introductions—Terry Long
1:40 General Comments—Bob Keeney & Eric Forman
2:00 Portals—Discussion and Demonstration
What is a portal?—John Okoniewski
2:30 What's New at Fresh Inspection
Digital imaging
Training center
3:00 Break
3:15 Awards and Recognition Committee
Update and discussion—Fernando Palmer
3:45 Transportation Section Update—Doug Edwards
4:15 Administrative Issues—Shirley Terry & Abbie Land
4:50 Adjourn

Saturday, September 15

- 1:00 PM Call To Order—John Okoniewski
1:15 Program Advisory Group—Tom Cooper
1:30 Quality Control—Kevin Morris
1:45 Market News Issues—Terry Long
MIOA, Budget, Challenges
2:15 Customer Service Center—Alesia Swan
2:30 Break
2:45 Technology Issues—Fred Teensma
3:00 Sound Off—Open Mike
3:30 Adjourn

Poultry

Friday, September 14

- 1:30 PM Welcome—Terry Hunter
1:45 Shell Egg Markets—Moderator—Terry Hunter
3:15 Break
3:30 Egg Statistics—Moderator—Audrina Lange
5:00 Adjourn

Saturday, September 15

- 1:00 PM Egg Product Markets—Moderator—Richard Parsons
2:30 Break
2:45 Hen Markets—Moderator—Richard Parsons
3:45 Wrap-Up—Terry Hunter
4:00 Adjourn

Livestock & Grain

Friday, September 14

- 1:30 PM Dr. Kenneth Clayton, Acting Administrator—Agricultural Marketing Service
2:00 Barry Carpenter, Deputy Administrator—Livestock and Seed Program
2:15 Dr. Charles Curtis, Department of Agricultural & Applied Economics, Clemson University—Understanding grain loan deficiency payments
3:00 Break
3:15 Karen Jameson, Livestock and Seed Administrative Office
3:45 Envisages for Livestock and Grain Market News

Saturday, September 15

- 1:00 PM Mandatory Reporting Update
2:00 Break
2:15 Employee Concerns
3:30 Adjourn

Spouse Trip

Friday, September 14

- 9:30 AM Load vans (they will make more than one trip if necessary)
10:00 Start Aquarium tour
12:00 NOON Lunch at the Aquarium
1:00 PM On your own at Broadway At The Beach
3:00 Load vans for return to hotel

Committees

Executive

- Daniel Schussler, SC 803-737-4491
Stephen Skuba, AZ 602-379-3066
Randy Alford, AL 334-223-7488
Holly Mozal, MD 410-799-4840
Donald Carnes, GA 404-656-3656
Debbie Friday, MI 616-925-3270
Weldon Hall, DC 202-720-1749
Mary Adkins, IA 515-284-4471
Fred Teensma, CA 510-637-1815
Lewis Langell, TN 615-837-5164
Gary Miller, TX 512-463-7624

Awards

- Stephen Skuba, AZ, Chairperson 602-379-3066
Jim Epstein, IL 217-782-4925
Abby Hannon, AZ 602-379-3066
Phil Montgomery, FL 407-897-5950

Achievement/Recognition

- Holly Mozal, MD, Chairperson 410-799-4840
Johnny Freeman, GA 404-562-5850
Brenda Shuklian, CA 559-487-5178

Membership

- Debbie Friday, MI 616-925-3270

Nominating

- Randy Alford, AL, Chairperson 334-223-7488
Diana Landry, LA 225-922-1328
Donald Carnes, GA 404-656-3656

Scholarship

- Daniel Schussler, SC, Chairperson 803-737-4491
Sherry Warren, NC 919-733-7252
Jack Dantzler, SC 803-737-4671

Honorary Lifetime Membership

- Donald Carnes, GA, Chairperson 404-656-3656
Randy Alford, AL 334-223-7488
Donna Lupo, MA 617-387-4498

Myrtle Beach Conference Travel Plans

Flying—The Myrtle Beach International Airport is located only a few miles inland from the Holiday Inn Downtown Oceanfront hotel. Airlines serving this airport include: Air Tran, ASA/Delta/Comair, Continental, Midway/Corporate, Spirit, US Airways, Vanguard.

These carriers are providing *non-stop* service to Myrtle Beach from Atlanta, Boston, Buffalo/Niagara Falls, Charlotte, Chicago O'Hare, Cincinnati, Cleveland, Columbus, Detroit, Hartford/Springfield, Newark, NY LaGuardia, Orlando, Philadelphia, Pittsburgh, Raleigh/Durham, Savannah/Hilton Head, Toronto, and Washington Dulles.

The hotel is about a 10 minute ride from the airport. Taxi rates for the ride should be about \$7.00-8.00 plus \$1.00 for each extra person.

Most major rental car agencies are also located at the airport if you would like to do some sightseeing or visit any of the numerous golf courses in the area.

Airport Information: 843-448-1589

Driving—Coming in on Highway 501 from the West, turn right on 3rd Avenue South, and then turn right on Ocean Boulevard to **415 Ocean Boulevard**. Parking is free in a spacious parking lot in front of the hotel.

We will provide a "Things to do guide" in the registration pack. The hotel is centrally located for the Myrtle Beach area, with several entertainment and dining options within walking distance.

Award Nomination Forms On Website

www.ams.usda.gov/poultry/mnncs/nmna/nmna.htm

Try out the new nomination forms in the electronic version on our website. After completing and reviewing the form, hit send. The nomination will go directly into the email of the chairperson of the awards committee. We will also try to have a printable version of the forms available on the website, which can be filled out and faxed to Steve Skuba at 602-379-3160. The deadline for nominations is **August 3, 2001**.

Registration—We also plan to have the conference registration form available on the website in an electronic version. However, there will be a copy enclosed with this Communicator which can be mailed or faxed. **The conference registration deadline is August 21, 2001.**

Scholarship Auction

Just another reminder that last year's scholarship auction allowed us to award the largest annual scholarship ever for our Association (\$2500). Please consider a contribution from your state for this year's auction and contact Jack Dantzler with a description of your item. He will compile a list of the items in advance of the conference. You can drop off the donated items at the registration table or the hospitality room when you arrive. Jack Dantzler: Phone 803-737-4671, Email jack.dantzler@usda.gov.

**Achievement and
Recognition Report
As of June 2001**

Committee Members:

Holly Mozal, FV
Johnny Freeman, PY
Brenda Shuklian, FV

Cotton Market News

Extra Effort Awards

Caroline Adams
Jessie Davis
Cathy Greene
Caroline Johnson
Saundra Skelton

Retirements

Mack Bennett

**Fruit and Vegetable
Market News**

Extra Effort Awards

Zaki Ashraf
Rosita Castaneda
Luz Castillo
Tom Cooper
Bob Corwin
Mike Cramer
Steve Dailey
Rich DeMenna
Doug Edwards
Joe Echanove
Vickie Farr
Angelo Galioto
Abbie Land
Elizabeth Langley
Elizabeth Legg
Jeff Main
Louis Maniaci
Edward Martello
Barbara Maxwell
Michelle McKelvy
Kevin Morris
Holly Mozal
John Newsom
Paul Pasholk
Lolita Payne
James Piedlow
Fred Teensma
Cedrick Thomas
Edith Ting
Dennis Wajckus
Teresa Wallace
Gina Watson
Patty Wilkie

Spot Awards

Craig Allen
Larry Baum
Michelle Bowers
Jim Calnan
Maria Castillo
Steve Dailey
Jacqueline Davis
Peter Dicioero
John Dobbins
Paul Eng
Levaleai Faleafine
Vickie Farr
Harold Fiscus
Randy Foster
Debbie Friday
Charles Gore
Abbie Hannon
Pat King
John Kyranos
Elizabeth Legg
Donna Lupo
Louis Maniaci
Francine Marando
Malinda McNeil
Philip Montgomery
Kevin Morris
Holly Mozal
Art Muchow
Maureen Murray
John Newson
John Okoniewski
Darlene Oliver
Fernando Palmer
Paul Pasholk
Penny Pederson
Kathy Posh
Michael Rann
Brenda Shuklian
Vivian Thompson
Gina Thrasher
Lisa VanMeter
Elizabeth Vannata
Teresa Wallace
Darnell Williams
Quality StepAward
John Newsom
Keepsake Award
Virginia Barnum
Luz Castillo
Elizabeth Freeman
Francine Marando
Elizabeth Vannata
Retirements

Jim Calnan
Steve Dailey
Charles Gore
New Employees
Victoria Buckley
Geanne Franklin
Larry Gartelman
Elizabeth Love
Pamela Margosan

**Livestock and Grain
Market News**

Extra Effort Awards

F. David Gonsoulin
Daniel Schussler
John VanDyke

**Group/Team Extra
Effort Awards**

Michael Erwin
Weldon Hall
Marjorie Hunt
Cheryl Johnson
Amy Levy
Phil McFall
Donna Purdy
Michael Sheats
Portia White
Performance Awards

Judy Baldrige
Misty Williams

Spot Awards

Ron Carpenter
Lucy Clark
Ron Cole
Sjontelle Crocker
Terry Harris
Tara Hill
Julia Kyle
Peggy Lancsak
Susan Moore
Vicki Moore
Donna Purdy
Georgia Williams

Time Off Award

Portia White
New Hires
Dorothy Bear
Nina Biensen
Taylor Cox
Mick Davie
Michael Dinkel
Steve Drevet
Nancy Gallagher
Lisa Hentrup

Paul Hughes
Alan Hummel
Debbra Hurd
Cindy Lindstrom
Denise Melcher
Amy Sapp
Monoca Sapp
Michael Shervo
Samantha Simon
Tiffany Smit
Tom Walters
Jim Wattnem
Bill Worlie
Larry Worthmiller
Retirements
Bob Brommer
Ray Faulk
Marilyn Holloman
Harold Juhlin
Lowell Serfling
Beverly Wilmes
SCEP Students
Ashley Givens
Sarah Jorgensen
Camie Miller
Melissa Ney
Chad Puhrmann
Hale Redding

Poultry Market News

Extra Effort Awards

Length of Service Awards

Jason Karwal
Johnny Freeman
Chbarbara Harris
James Simpson
Annie Terry

Performance Awards

Mary Adkins
Richard Parsons
Spot Awards
Amos Hardy
Jason Karwal
James Keenan
Gerald Meyer
Sally O'Donnell
Michael Pollock
Delores Scharfenberg
Donna Schrader
Debra Schwartz
James Simpson
Craig Williams
New Hire
Jennifer Lemaire

2001 NMNA Officers

PRESIDENT

Daniel Schussler
United States Department of Agriculture
P.O. Box 13405
Columbia, SC 29201
Telephone: 803 737-4491
Fax: 803 737-9867
Email: Dan.Schussler@usda.gov

FIRST VICE PRESIDENT

Stephen Skuba
United States Department of Agriculture
522 North Central Ave., Room 106
Phoenix, AZ 85004
Telephone: 602 379-3066
Fax: 602 379-3160
Email: Stephen.Skuba@usda.gov

SECOND VICE PRESIDENT

Randy Alford
Livestock Market News
P.O. Box 3336
Montgomery, AL 36109-0336
Telephone: 334 223-7488
Fax: 334 223-7501
Email: Randy.Alford@usda.gov

THIRD VICE PRESIDENT

Holly R. Mozal
United States Department of Agriculture
Maryland Wholesale Produce Market
7460 Conowingo Ave, A-30
Jessup, MD 20794-9361
Telephone: 410 799-4840
Fax: 410 799-8442
Email: Holly.Mozal@usda.gov

TREASURER

Donald Carnes
State of Georgia Department of Agriculture
19 MLK., Jr. Dr. SW Room 134
Atlanta, GA 30334-4201
Telephone: 404 656-3656
Fax: 404 657-7529
Email: DCarnes@agr.state.ga.us

SECRETARY

Debbie A. Friday
United States Department of Agriculture
120 Water Street
Benton Harbor, MI 49022
Telephone: 616 925-3270
FAX: 616 925-3272
Email: Debbie.Friday@usda.gov

HISTORIAN

Weldon Hall
United States Department of Agriculture
Room 2619, South Building
P.O. Box 96456
Washington, DC 20090-6456
Telephone: 202 720-1749
Fax: 202 690-3732
Email: Weldon.Hall@usda.gov

Market News Commodity Sections

COTTON MARKET NEWS

Stokes Quisenberry, Chief
Telephone: 901 384-3016
Email: Mack.Bennett@usda.gov

DAIRY MARKETING

John Rourke, Chief
Telephone: 202 720-7461
Email: John.Rourke@usda.gov

FISHERIES STATISTICS & ECONOMICS DIVISION

Dr. Mark Holliday, Chief
Telephone: 301 713-2328
Email: Mark.Holliday@noaa.gov

FRUIT AND VEGETABLE MARKET NEWS

Terry Long, Chief
Telephone: 202 720-2745
Email: Terry.Long@usda.gov

LIVESTOCK AND GRAIN MARKET NEWS

John VanDyke, Chief
Telephone: 202 720-6231
Email: John.VanDyke@usda.gov

POULTRY AND EGG MARKET NEWS

Terry Hunter, Chief
Telephone: 202 720-6911
Email: GroverT.Hunter@usda.gov

TOBACCO MARKET NEWS

Henry Martin, Chief
Telephone: 202 205-0337
Email: Henry.Martin@usda.gov

More Retirements

Deon Egner, Springfield, Illinois
Illinois Department of Agriculture

Gary Miller, Austin, Texas
Texas Department of Agriculture
And past NMNA President